

ORDER



Orders	Order / Rev:	684832
	Alt Order #:	06150682
	Product Desc:	CROSSROADS GPS
	Estimate:	596
	Flight Dates:	05/30/12 - 06/05/12
	Original Date / Rev:	05/18/12 / 05/18/12
	Order Type:	Political

	WUSA
Primary AE:	Aaron Ashe
Sales Office:	T-WAS
Sales Region:	NAT

Agency	Name:	Crossroads Media/ POL
	Buying Contact:	
	Billing Contact:	
		88 Canal Center Plaza Suite 555
		Alexandria, VA 22314

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Crossroads GPS
	Demographic:	A35+
	Product Codes:	IS-Issue/Ballot,IS-Issue/Non
	Priority:	P-5
	Revenue Codes:	AGY, GEN, POL

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/28/12	06/05/12	5	\$7,200.00	\$6,120.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2012	5	\$7,200.00	\$6,120.00	9.00
Totals	5	\$7,200.00	\$6,120.00	9.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share	Share	Total
WUSA	19%	\$7,200.00
Market	100%	\$37,894.74

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	0%	\$0.00
WDCA	0%	\$0.00
WJLA	24%	\$9,094.74
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	35%	\$13,263.16
WTTG	22%	\$8,336.84
WWPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	06/01/12	06/01/12	DT Soaps/Talk	CM	9A-3P (12:30 PM-3:00 PM)	1:00	1	\$1,400.00	P-3	2.20	NM	1	\$1,400.00
SOAP ROT/THE TALK														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 05/28/12	06/03/12	----F--		1			\$1,400.00		2.20			
E 2	WUSA	06/04/12	06/04/12	9 News @ 6p 9 News @ 6p	CM	6-630p M-----	1:00	1	\$1,500.00	P-3	1.20	NM	1	\$1,500.00
9 NEWS AT 6P														

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WUSA	06/04/12	06/04/12	9 News @ 6p 9 News @ 6p	CM	6-630p	M-----	1:00	1	\$1,500.00	P-3	1.20	NM	1	\$1,500.00
9 NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/04/12	06/10/12	M-----		1				\$1,500.00		1.20			
E 3	WUSA	05/31/12	05/31/12	9 News @ 6p 9 News @ 6p	CM	6-630p	---T---	1:00	1	\$1,500.00	P-3	1.20	NM	1	\$1,500.00
9 NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/28/12	06/03/12	---T---		1				\$1,500.00		1.20			
E 4	WUSA	06/05/12	06/05/12	DT Soaps/Talk	CM	9A-3P (12:30 PM-3:00 PM)	-T-----	1:00	1	\$1,400.00	P-3	2.20	NM	1	\$1,400.00
SOAP ROT/THE TALK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/04/12	06/10/12	-T-----		1				\$1,400.00		2.20			
E 5	WUSA	05/30/12	05/30/12	DT Soaps/Talk	CM	9A-3P (12:30 PM-3:00 PM)	--W----	1:00	1	\$1,400.00	P-3	2.20	NM	1	\$1,400.00
SOAP ROT/THE TALK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/28/12	06/03/12	--W----		1				\$1,400.00		2.20			
													Totals	5	\$7,200.00

REP HEADLINE# 6150682
 NEW
 REP: TEL# 703 528 7800 FAX# 703 528 7880
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS RPT. FROM REP MAY18/12 12.17
 *** WUSA-TV ***
 BIAS# 084832
 1/AGENCY# CROSSROADS MEDIA LLC
 2/ADVERTISER# ISS/CROSSROADS GPS
 3/PROD# EST#596
 20/EOS 4/SLSP#
 5/REP# AARON ASHE
 21/BILL WK. MO-SU
 63/PCON 64/ACON
 11/RATE CARD
 14/ORDER TYPE
 57/CO-OP TYPE
 59/STATE TAX
 9/AREA
 10/BILL CODE
 16/BYR - NOELLE RAMSEY
 17/RTG SVC - NSI
 CO-OP KEY D/P REC#
 58/CITY TAX
 - WASHINGTON, DC
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 17/RTG SVC - NSI
 CO-OP KEY D/P REC#
 58/CITY TAX
 - WASHINGTON, DC

REP: TO: LANCE
 FR: HILARY
 NEW ORDER
 TTLS: 7200
 PLS CFM, THX! 5/18
 CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 CROSSROADS GPS

BS LN#	REP LN#	CD	DAYS	BEGIN TIME	END TIME	PTRN	LNTH	BEGIN DATE	END DATE	CLS	SEC	PLAN	PRICE	SPT /WK	RATE SPOT 18/	STATION CD	CD	SC#	23/	SPOT /LIN
1	1	FRI		1230P-300P			60	06/01	06/01					1	\$1,400.00					1
										AGENCY EST# = 596										
										AGENCY ADVERTISER CODE = 12										
										AGENCY PRODUCT CODE = 11										
										PROGRAM : SOAP ROT/THE TALK										
										RA35+ : 2.2										
										CON COM1: SOAP ROT/THE TALK										

1 \$1,400.00 1

REP HEADLINE# 6150682

REP: TEL# 703 528 7800

FAX# 703 528 7880

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

HARRIS RPT. FROM REP

MAY18/12 12.17

*** WUSA-TV ***

BS	REP				BEGIN	END			BEGIN	END	CLS	SEC		PLAN	PRICE	SPT	RATE	STATION	CD	STS	SPOT
LN#	LN#	CD	DAYS		TIME	TIME	PTRN	LNTH	DATE	DATE	13/	14/	PLAN	16/	18/	/WK	SPOT	CD	SC#	23/	/LIN
	2		MON		600P-630P			60	06/04	06/04						1	\$1,500.00				1
					PROGRAM :	9 NEWS AT 6P															
					RA35+ :	1.2															
					CON COM1:	9 NEWS AT 6P															
	3		THU		600P-630P			60	05/31	05/31						1	\$1,500.00				1
					PROGRAM :	9 NEWS AT 6P															
					RA35+ :	1.2															
					CON COM1:	9 NEWS AT 6P															
	4		TUE		1230P-300P			60	06/05	06/05						1	\$1,400.00				1
					PROGRAM :	SOAP ROT/THE TALK															
					RA35+ :	2.2															
					CON COM1:	SOAP ROT/THE TALK															
	5		WED		1230P-300P			60	05/30	05/30						1	\$1,400.00				1
					PROGRAM :	SOAP ROT/THE TALK															
					RA35+ :	2.2															
					CON COM1:	SOAP ROT/THE TALK															

JUN/12 \$7,200.00

CONTRACT TOTAL \$7,200.00
TOTAL SPOTS 5

MARKET TOTALS \$37,894 WUSA 19% WTTG 22% WJLA 24% WRC 35% WDCA 0% WDCW 0% CABL 0%

SVC- NSI
DEMOS- RA35+*